Contents

1 Introduction 1
1.1 The Construction of Corporate Identity in Public Relations 1
1.2 The Rise and Flourish of Social Media 2
1.3 The Emerging, Transforming China and Its Banking Industry 5
1.4 Scope of Research and Research Objectives 9
1.5 Outline of the Monograph 10

2 Literature Review 13
2.1 Introduction 13
2.2 Identity, Corporate Identity and Language Use 13
2.2.1 Identity Formation and Language Use 13
2.2.2 Discursive Constructions of Corporate Identity 18
2.3 Identity Construction in Corporate Communication: How? 22
2.3.1 The Turn of Social Media in Online Corporate Identity Construction 22
2.3.2 Impression Management 23
2.3.3 Dialogue Theory: The Dialogic Turn in Corporate Communication 26
2.3.4 Emotional Branding 29
2.4 Interactional Sociolinguistics 31
2.4.1 The Anthropological Insights from John Gumperz 32
2.4.2 The Sociological Insights from Erving Goffman 34
2.4.3 The Linguistic Insights from Deborah Tannen 35
2.4.4 Face and Linguistic Face-Work in Social Interaction 36
2.4.5 Conversation Analysis 39
2.5 New Media Discourse 40
2.5.1 An Overview 40
2.5.2 Microblogging Discourse 43
2.6 Research Gaps and Significance of the Present Study 45

3 Theoretical Framework and Research Methods 49
3.1 Introduction 49
3.2 Towards a Dialogic Theoretical Framework 49
3.3 Research Questions 51
3.4 Graphic Depiction of the Theoretical Framework 51
3.5 Methods of Analysis 52
3.6 Data Collection 53
3.7 Data Collection Methods 54
3.8 Graphic Description of Textual Data 55

4 Heterogeneous Corporate Identities of Banks on Sina Weibo 57
4.1 Introduction 57
4.2 Heterogeneous Identities of the CMB on the Sina Weibo 57
4.3 Heterogeneous Identities of the BOC on the Sina Weibo 60
4.4 Corporate Identities Realised on Corporate Social Media 63
4.5 Summary 63

5 Framing Who We Are: Impression Management Strategies of Corporate Identity Construction on the Sina Weibo 65
5.1 Introduction 65
5.2 Humanising and Popularising the Corporate Self 65
5.2.1 'Playing Cuteness' as a Distinctive Conversational Style in Corporate Weibo 66
5.2.2 Politeness and Face-Work Strategies 72
5.2.3 Offer of Free Material Benefits to Followers 79
5.3 Persuading Followers into Trusting (and Eventually Trading with) the Corporate Self 81
5.3.1 The Change of Footing Along Posts: Establishing Power or Solidarity 81
5.3.2 Devoting Themselves to Follow-up and Firm-Follower Interaction 87
5.3.3 Detailing Company Awards and Benefits of Promotions or Launches 90
5.4 Summary 93

6 Followers' Co-constructing Banks' Corporate Identity on Weibo 95
6.1 Introduction 95
6.2 Dialogic Communications on Social Media 95
6.2.1 Active Contributors 95
6.2.2 Listeners 107
6.2.3 Interlocutors 111
6.2.4 Lurkers 113
6.3 Summary 113

7 Cross-Bank Variations in Corporate Identity Construction 117
7.1 Introduction 117
7.2 Variations of Identity Construction Between the State-Owned BOC and the Joint-Equity CMB 117
7.3 Interview Insights of Corporate Identity Construction: Insider Stories 122
7.3.1 The Interview with the BOC 122
7.3.2 The Interview with the CMB 124
7.4 The Link Between the Textual Evidence and the Interviews 126
7.5 Summary 126

8 Conclusion 129
8.1 Introduction 129
8.2 Summary of the Main Findings 129
8.3 Discussion and Conclusion 132
8.3.1 The Multiplicity of Corporate Identities on Social Media 132
8.3.2 Impression Management on Social Media 134
8.3.3 The Co-construction of Corporate Identity 135
8.4 New Contributions 136
8.5 Research Implications and Limitations 137

Appendix 139

Bibliography 141

http://www.springer.com/978-981-10-4468-7

Discursive Constructions of Corporate Identities by Chinese Banks on Sina Weibo
An Integrated Sociolinguistics Approach
Feng, W.
2017, XVI, 152 p. 4 illus. in color., Hardcover
ISBN: 978-981-10-4468-7